



BOARD OF TRUSTEES AGENDA

Monday May 15, at 4:00 PM

Bassett Auditorium at RMAC
100 W. 11th Street

Chair: Peggy Krantz

Members: Jamie Barnes, Donovan Fulkerson, Cymantha Liakos, Priscilla Ornelas, Jessica Parham, Nanette Schumacher, Bill Siders, and De Angela Velasquez.

Staff Coordinator: Caroline Brooks, Executive Director, RMAC

RMAC Foundation: Cindy Torrez, Executive Director

- A. Call to Order
- B. Roll Call
- C. Approval of Agenda (action item)
- D. Approval of Minutes (action item)
 - 1. Consider approval of the March 20 meeting minutes
 - 2. Consider approval of the February 6 Strategic Planning Workshop Minutes
- E. Chair's remarks
- F. Membership/Event Report
- G. Director's Report
- H. RMAC Foundation Report
- I. Adjourn

Next Meeting: June 19, 2017

Notice of this meeting has been given to the public in compliance with Sections 10-15-1 through 10-15-4 NMSA 1978 and Resolution 16-69.

NOTICE OF POTENTIAL QUORUM – A quorum of the City Council may or may not attend, but there will not be debate by the City Council. The Council, acting as attendees to an informational presentation, will not be discussing public business and no action will be taken.

If you are an individual with a disability who is in need of a reader, amplifier, qualified sign language interpreter, or any other form of auxiliary aid or service to attend or participate in the hearing or meeting, please contact Human Resources at 575-624-6700 at least one week prior to the meeting or as soon as possible. Public documents including the agenda and minutes can be provided in various accessible formats. Please contact the City Clerk at 575-624-6700 if a summary or other type of accessible format is needed.

Printed and posted: May 10, 2017



DRAFT DOCUMENT

MINUTES OF THE BOARD OF TRUSTEES
Monday, March 20, 2017

REGULAR MEETING AT 4:10 PM

CALL TO ORDER

The regular meeting of the Board of Trustees was called to order by Chairman Siders at 4:10 pm.

ROLL CALL

The regular meeting of the Board of Trustees convened with members Jamie Barnes, Jessica Ellis, Donovan Fulkerson, Cymantha Liakos, Jessica Parham, Priscilla Ornelas, Nanette Schumacher, and DeAngela Velasquez, being present. A quorum was established.

Members absent: Peggy Krantz, and Lorie Mitteer.

Staff present: Sara Woodbury, Curator of Collections and Exhibitions; Colette Speer, Membership and Events Coordinator; Amanda Nicholson, Curator of Education.

Staff absent: Cindy Torrez, Executive Director, RMAC Foundation

APPROVAL OF AGENDA

Member Liakos motioned to approve the agenda as presented. Member Parham seconded. A voice vote was unanimous and the motion passed.

APPROVAL OF MINUTES

Member Velasquez motioned to approve the minutes of the February 27, 2017, Board of Trustees meeting. Member Schumacher seconded. A voice vote was unanimous and the motions passed.

NEW BUSINESS

1. Overview of Family STEAM Event

Curator of Education Amanda Nicholson introduced and discussed the STEAM Family Night, which is scheduled to take place on Thursday, May 4, 2017. This event for families will entail hands on activities, with families who likely have children between the ages of 4 and 15 or so. There will be 15 to 20 activities, including some events that Jeremy Howe is planning in the Planetarium. Curator Nicholson described the educational toolkit, which she had requested and been granted; the toolkit functions as a guide for the event and development of the activities around STEAM subjects. She invited board members to volunteer to help with the event and activities that night; to prepare volunteers, she offered two separate training times, April 3rd and April 4th.

CHAIR'S REMARKS

Chairman Siders offered no remarks and invited the Membership and Events Coordinator to summarize the membership report.

MEMBERSHIP AND ATTENDANCE REPORTS

Membership and Event Coordinator Speer presented reports for February, which represented an increase in memberships.

DIRECTORS REPORT

Curator Woodbury began with staffing changes, noting that Nicholas Frederick has resigned and has joined the staff of Crocker Art Museum in Sacramento as Preparator. The position has been posted on the city's website and a link to the announcement has been shared on job bulletins for AAM, NMAM and MPMA as well as to museum science graduate programs. Barbara Posuniak has joined the staff as the Museum Store Manager and Lea Rohr Fraser has joined as the Museum Store Clerk. Curator Woodbury explained that the Curatorial staff continues to meet and plan the exhibition schedule for the remainder of 2018, 2019 and beyond. Proposed exhibits focus on research currently being done in the collection. She concluded with reminders about upcoming events and that Executive Director Brooks is currently on maternity leave and will resume working part-time from home soon.

RMAC FOUNDATION REPORT

Executive Director Torrez was not able to attend the meeting and there was no Foundation report.

ADJOURN

Member Parham motioned to adjourn and member Ellis seconded. A voice vote was unanimous and the motion passed. The meeting adjourned at 4:37 pm.

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MINUTES OF STRATEGIC PLANNING WORKSHOP

Monday, February 6, 2017

CALL TO ORDER

The special planning workshop was called to order by Executive Director Caroline Brooks at 10:04am.

ROLL CALL

The Strategic Planning Retreat convened with Board of Trustees President, Peggy Krantz, Board of Trustees members, Jamie Barnes, Cymantha Liakos, Lorie Mitteer, Priscilla Ornelas, Jessica Parham, Bill Siders and DeAngela Velasquez present. RMAC Foundation members present included Nola Fulkerson, Carolyn Sidd, and Beth Waldrip. Cindy Torrez; Executive Director, RMAC Foundation also attended.

Staff Present: Caroline Brooks, Executive Director; Sara Woodbury, Curator of Collections and Exhibitions; Amanda Nicholson, Curator of Education; Jeremy Howe, Planetarium Coordinator; Nicholas Frederick, Registrar; Darrick Constance, Security Attendant; Colette Speer, Membership and Events Coordinator.

Guests Present: Larry Connolly

NEW BUSINESS

Introduction

Executive Director Brooks began with a PowerPoint overview, the day's goals, and session-guidelines. She highlighted the 2013-2016 strategic plan and explained progress: wayfinding, landscaping, marketing, and gallery renovations, and capital improvements. The overview included a review of RMAC's mission statement and a timeline for the Museum's next reaccreditation. Questions from last year's strategic planning retreat were addressed. She emphasized that the group would be working together to discuss a loose framework to establish a new plan for later approval.

The draft document, Building Toward the Future: Master Revisioning of RMAC's Public Spaces, was introduced. This presented ideas for renovating portions of the Museum to better serve educational and experiential visitor needs. These included a relocation of the Museum Store to the Spring River Gallery, envisioning a partial design of the gallery, possibly with a glass façade and new merchandise to include local and regional art correlated to Museum exhibitions and collections. In the current Museum Store location, there would be space for a Family Discovery Gallery, where activities would be self-led but used for facilitated family workshops. The

discussion outlined the need for the re-interpretation of the Goddard Gallery and Workshop, created in the 1950s and 1960s; the goal in such a redesign would be an entire re-approach to the exhibition. Along with the need for proposed changes in the Goddard Gallery and Workshop, it was discussed that the Aston Exhibition had undergone a renovation in 2004, but a more significant exhibit case and signage thanking the donor, his family and the presentations of his bronze figures was needed. The draft-document addressed ideas regarding the lobby, the Museum's entrance, along with related interior concerns such as lights, seating and signage. Possible changes of extending the lobby to the front portion of the Donald B. Anderson Gallery were highlighted. The concerns on the exterior focused on Museum visibility and tone of its signage; ideas to address this include window treatment and an artistic tunnel/arch on the bridge. The need for wayfinding for the Museum was discussed. Focus could include a revamp of the Civic Center sign and a large banner with directional signage on Main Street.

SWOT Analysis (Exercise for Strengths, Weaknesses, Opportunities and Threats)

Executive Director Brooks engaged the group through a SWOT analysis exercise and brainstorming session. The group discussed what RMAC does well; strengths included the following:

- The Collections, which are multi-faceted, possess quality and are diverse (to include science, art, and history)
- Contemporary Exhibitions, the RAiR partnership
- Programming (classes for the community, the clay studio, talented instructors and free art programming/general admission available)
- Staff (who are committed and have enthusiasm)
- Foundation, city and community support
- Events that are free and fun and have variety (e.g., Art Block Party)
- Planetarium and science related exhibits/Goddard

"Weaknesses" focused on the physical plant (to include vault storage), the involvement of the community, and the size of the staff as follows:

- Visibility/Branding in terms of the building itself and the Museum's presence in terms of marketing, social media. Some remain unaware of our offerings.
- Tourists don't readily think of RMAC, but of the UFO Museum
- Absence of volunteers along with the docents/volunteers who have been committed aging out of the phase of participation
- Staff size (it was noted that there was an Assistant Director position in the past)
- A maxed out footprint (nowhere to build but up) and the lack of a digital footprint (slower Wi-Fi, infrastructure to support technology needed to engage audiences)
- Related to space, concern for the lack of proper vault storage for collections
- Not kid-friendly and a lack of a tie-in for students beyond art classes/workshops

The group considered "opportunities" that exist for the Museum. The following were suggested:

- Marketing/Publicity: Free marketing/partnerships with local Museums and galleries, garden clubs, historical society, NMMI, the Anderson. Perhaps the development of a

brochure, wider distribution of the rack card, networking with community centers for a wider audience and a better connection with students via exhibitions.

- Museum Space: possible opportunities for the Museum Store to relocate with merchandise connected to the collections and exhibitions. Utilization of the courtyard for programming. Also, in the discussion was the usefulness of the expanded Civic Center, the moving of the city council meetings, and a café.
- Audiences: an appeal to scholarly audiences and also to engage past contributors of the Museum and capture their stories, and history with the institution.
- Staff and City Support: A reinstatement of the Assistant Director position and support by the city for marketing not coverable by a limited staff.
- Science/Goddard Connection: There was discussion of room for growth in Science, particularly with Goddard Days, an improvement in the Planetarium lobby, an enriched tie between science and art.

SWOT analysis exercise of perceived "threats:"

- Roswell was understood as problematic due to its location, isolation, fewer resources, and a smaller population. There was discussion about keeping young professionals in Roswell, the economy, and the lack of activities/culture.
- Staff burnout was addressed with concerns related to Roswell: attracting qualified staff, offering competitive salaries. Is Roswell a stepping stone for staff? It was questioned whether the location and quality of schools created a retention problem.
- City of Roswell was discussed in terms of the City's view of the Museum and its priority or role in the community.
- Building/Infrastructure was cited in terms of camera systems, security itself and potential blind spots not accommodating the Museum's exhibition areas.

Open Discussion

Member Bill Siders facilitated a discussion through a series of questions on branding, audiences, and programming. Member Siders asked about the Museum's current audience. Discussion focused on visitors to Roswell, tourists, the Planetarium "generation," and students. Discussion shifted to barriers to developing an audience and brand. Concerns about signage and banners, as well as visibility, arose, but ideas also emerged on how to build relationships and partnerships through connections to schools and field trips. Member Parham talked about the potential cost to take students to Santa Fe, and RMAC Foundation Member Waldrip brought up the way that Albuquerque Public Schools do similar local field trips where museum donors donate toward field trips. Discussion of tours included need to reach older populations.

The group explored the community's current needs discussing young professionals, there were suggestions about programming with food, alcohol, and activities, possibly around an art activity. There were many parallel programs that the group could think of (in Lubbock or other cities). One idea was to have a Second Saturday for adults, or to join in the First Friday festivities. Parham brought up the ongoing project that YPAC is now doing with Make Art/Take Art as a possible model.

The group assessed connections between community members who are already participating and those the Museum wants to attract as it develops its brand and grows its image in line with the mission.

Goal-Setting

Chairperson Peggy Krantz facilitated a brainstorming session on goals as follows:

1. Revenues – Membership, admission, facility rentals, and the Museum Store
2. Marketing – Social Media, local and statewide visibility to include Main Street, wayfinding, merchandising, branding (exploring and integrating science into the brand)
3. Education/Programming – Interactive Gallery, Family Discovery Gallery, funding for student programming, “Goddard Days,” Science Speaker Series,
4. Collections—Symposium, collections access online
5. Capital Improvements
6. Partnerships—recognition of donors and contributors, inclusivity among ages and cultures, strengthening the volunteers and docent base.
7. Staff and Board Development—strengthening of relationships between the boards and staff and professional development.

Groups participated and further discussed topic areas and added potential strategies for addressing them as follows:

1. Revenues
 - a. Explore financial opportunities with possible admission and/or membership changes facility rentals, and special event charges.
 - b. To re-envision the Museum Store.
 - c. To further cultivate and steward donors.
2. Marketing
 - a. Expand social media presence through postings and consistent branding on Facebook, Instagram, Snapchat.
 - b. Develop wayfinding with increase of visualization from Main Street, directional signs from city, a utilization of the east facing wall, and change the address to current entrance.
 - c. Focus on merchandising through prioritizing the relocation of the Museum Store, utilizing branding in merchandise and reflect current exhibits and collections. Consider a design competition for this project.
3. Education/Programming
 - a. Inclusive learning activities and guided events for all ages.
 - b. The digital integration of collections/exhibitions/classes with hands on experiences (i.e., come learn how to operate your telescope).
 - c. Broaden funding for student access to collections (magic bus, outreach to schools and community centers). Focus on Goddard Days and STEAM activities.
 - d. Have a regional competition and develop the Science Speaker Series.
 - e. Strengthen the connection between art and science.
4. Collections

- a. Provide in-depth, meaningful access to diverse audiences.
 - b. Integrate art, Goddard and Aston holdings through signage and temporary exhibitions.
 - c. Create a collections-based catalog series. Strengthen web-presence through Past Perfect online, and other web outlets.
 - d. Promote intellectual dialogues through collection-based symposia.
 - e. Create another vault and further develop acquisition fund.
5. Capital Improvements
- a. Move Museum Store and create Family Discovery Gallery.
 - b. Redesign lobby and entrance to the Museum and work on interior lighting, bridge enhancement, Planetarium lobby and an additional vault.
6. Partnerships—Strengthen relationships in the community:
- a. Corporate sponsorships
 - b. Bilingual materials in collections and marketing
 - c. Hispanic presence in collection and educational programming to include folk art, mentorship program with retirees or professionals.
 - d. Involve the community in the unique collection; everybody has a story to tell.
 - e. Strengthen the relationship with ENMU-R, NMMI, city agencies, Chamber of Commerce, and re-institute Creative Roswell.
7. Professional Development and Support (Staff and Boards)
- a. Provide incentives and benefits for staff-retention, which might include these:
 - i. out of town continuing education (travel to Museums and workshops/seminars, retreats for staff/boards
 - ii. city perks (reduced housing, coupons and welcome packages)
 - iii. a mentor family/orientation to New Mexico with a local board member,
 - iv. happy hour/after-hours events between board and staff quarterly.

Closing

Executive Director Brooks emphasized that discussion was ongoing and in the near future, these drafted goals and ideas would be refined.

ADJOURN

The meeting adjourned at 3:37pm.



Director's Report to the Board of Trustees

May 15, 2017 Board Meeting

Submitted by: Caroline Brooks, Executive Director

1. Staffing

We are in the midst of Registrar interviews. We have a great applicant pool and plan to finalize the hiring process this month.

2. Planetarium

Plans for this fall's Planetarium renovations (including a full digital conversion and new carpet, cove lighting, and repainting of the dome) are being worked out and more details will be available soon. Seats are still available for sponsorships through the RMAC Foundation and the Foundation will be planning a grand re-opening celebration once the renovation schedule is confirmed.

3. Audience Building

The museum staff is working on plans for audience building in alignment with the strategic plan discussion from February's workshop. One of the targeted audiences is young professionals (approximately ages 25-50), and as such we are developing a pilot project for a series of evening events. If you or someone you know is interested in being a part of program development or volunteering for the events, please let me know.

4. Board of Trustee Position Openings

Lorie Mitteer and Jessica Ellis reached the end of their terms and have stepped off the board, which leaves two open positions. If you know of any potential applicants, please let me know or encourage those who are interested to apply directly through the City's website.

5. Strategic Planning

The strategic plan draft is in process. A meeting to discuss the draft will be held the week of May 22 and a more finalized copy will be available for June's Board of Trustee meeting. We are seeking two or three representatives from the Board of Trustees to help review and refine the draft. Please let me know if you are interested.

6. Family STEAM Night

Family STEAM Night was held on May 4 at the Museum and was a rousing success with lots of fun educational activities and over 400 attendees! Curator of Education Amanda Nicholson did a wonderful job organizing it and many thanks are extended to those who volunteered! The event is a great foundation for our STEAM Festival which is being planned for May 2018.

7. Sunday Conversations

Sunday Conversations is a new pilot program of informal gallery talks presented on the first Sunday of the month at the Museum. Focusing on the *Collecting Roswell* exhibition, Curator of Collections and Exhibitions Sara Woodbury presented information about objects donated by the Winston and Marshall

families in April and Preparator Brandon Strange talked about a group of Rogers Aston's donations in May. Both talks attracted 15-20 attendees and were followed by questions and a small reception.

Upcoming Events

- **Wednesdays, May 10, 17, 24, 31 – Planetarium Programs at 2 and 3:30 pm**
- **Saturday, May 27, 1:30 pm – Documentary: "The Year of Pluto - New Horizons" in the Planetarium**
- **Saturday, May 27 – Opening of *50 Years in Roswell: Works from the Roswell Artist-in-Residence Program*** (soft opening, no reception. Not to be confused with the "RAiR at 50" exhibition of residency alumni work, which will open on October 6.)